

# EMPLOYEE ENGAGEMENT

Crowdsource your courage with your co-workers and start a conversation with your leadership and staff.

Ready to start a workplace movement, but not sure where to start? There's not a one-size-fits-all approach to getting out the vote (GOTV)—it's all about finding what makes the most sense for your organization. That can feel overwhelming, we know, so we have pulled together proven tactics shared by other organizations that will get your staff's attention and engagement. As always, we're here to help you with content and support.

## FIRST THINGS FIRST: GET STARTED!

It can be easy to feel overwhelmed taking on a new task, and the best you can do is find a way to press "go" and get things off the ground, one step at a time. Here are some efforts that are easy enough to do right from the start:

- Encourage managers to share the CEO statement email to staff to encourage them to take advantage of this GOTV opportunity.
- Post a version of the email statement to your social media channels.
- Send a press release and add to your News section on your website. (Find an example press release and other media info [here](#)).
- Sign up for our collaborators' GOTV campaigns, such as [Make Time to Vote](#). We want organizations to stand strong together. The more, the merrier!
- Encourage your staff to create and/or attend the virtual meetups (if you haven't signed up for our newsletter with more info, please do so [here](#)).
- Share a one-pager with your staff about your commitment, and make sure it's posted on your Intranet and/or any other place that your staff can easily see or access it. We've drafted this for you and happy to collaborate on making it fit the needs of your organization! The one-pager should include info such as:
  - Why it's important to vote
  - How you stay nonpartisan and/or best practices
  - Knowing how to answer common questions
  - Getting motivated
  - Education about LGBTQ rights
- Knowing key dates in your community, such as early voting and other specific details
- Update your Zoom backgrounds, and print off our other assets located in the folder [here](#).

## IDEAS FOR YOUR ERG TO MAKE AN IMPACT!



Encourage an all-ERG Meetup and broadcast it to all your staff



Takeover your next ERG event to talk about voter training and recruit volunteers



Cross-collaborate with ERG leadership to make a bigger impact

## SWAG, BEST PRACTICES, & MORE

- If you have staff that is in the office, make sure that there are posters in areas where people will see them. You can print them off [here](#).
- Work with your comms team to launch an internal and external social media campaign. You can use our assets located [here](#), or drop us a line and we'll help you if you need an extra hand.
- Ask your followers on social to share a video of why they are #ProudToVote, and submit to Mossier ([here's the link](#)). You can share these internally, too! It's a great way to find a connection in our current 2D world :)
- Host a virtual meetup to have a cup of coffee with your team before the election. Without our afternoon walks with our work spouses, the water-cooler chats, and all the things we enjoy about our work culture, we need an intentional time to talk about what's going on in our lives, and sharing GOTV information is a welcome respite. We have a talking guide posted [here](#).
- Be sure that all of your GOTV content is ready to be translated for all members of your staff and their families, too!

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## USE YOUR INFLUENCE

- Write an Op-Ed or letter to the editor to your local paper or news website. Consider writing about why voter participation in your community is important to your workplace..
- Post your CEO message on your customer-facing app and website in a prominent place.
- Host a virtual community discussion with a group of your local community leaders. One topic for consideration: Exploring voting barriers and options in your community, highlighting the importance of voter participation for your workplace, and any upcoming voter deadlines.
- Connect to other organizations that are in your community that focus on LGBTQ rights. Use this conversation to make sure they are doing GOTV efforts, and see if there are ways to partner with them, too.
- Reach out to organizations in your community to identify upcoming GOTV events, potential opportunities to collaborate, and useful resources to share.
- Use your meeting agendas to hold time for discussion about why you are making a commitment to voting. Not only is it a chance to share your influence, but it's also to break from the back-to-back Zoom calls to have an authentic conversation.

## YOU'RE INVITED

Mossier is hosting a virtual meetup to talk about LGBTQ challenges that we're facing and the power of the LGBTQ vote. Contact us to sign up to attend, or volunteer to take a seat at the roundtable!

